

**ST WORLD***Reseller*

THE LEADING TRADE PUBLICATION FOR THE ATARI MARKETPLACE

**ATARI MOVES TO  
ENHANCE IMAGE****NEW PROGRAM TO FOCUS ON ATARI'S "PRODUCT FAMILY"**

"ATARI", the name known by millions of Americans, to the dismay of the Atari retail computer community as a "Video Game Company". Atari Computer Company hopes to change that image with a program that will focus on Atari's "product family" for home business users, small businesses and departmentalized computing.

August Ligouri, vice president of Atari Corp. stated, "It [program] will include a series of ads in different cities with different dealers to create a grassroots movement of our change of image. "The message in those advertisements will be "Atari is a serious computer company with affordable solutions to computing problems." The goal is to make the public aware that Atari is not just pcs, but a computer company with a complete product line that includes monitors, peripherals, modems and a

laser printer.

Atari Corp. will begin regional advertising in the fourth quarter, the subject of the ads and the amount of the campaign will be announced shortly.

Atari has the ability to be a serious player in the microcomputing market with solutions to desktop publishing, accounting, and CAD requirements. Atari is currently the front runner in the MIDI market with the excellent line of support products for the professional and serious musician. Adding to the excellent line of word processing, database management, spreadsheet programs now available for the Atari the future of Atari Computing looks very promising.

There are currently 75 authorized Atari business centers in the U.S., "We're looking to attract higher-end dealers - computer specialty

stores - who focus on higher end product like 386-based pcs, Mac SEs and IIs, Unix, networking and multi-user systems."

The criteria to become an Atari business center is high. Each center must have on-site, fully trained technicians; maintain an outbound sales staff; purchase the required spare parts kits; be capable of buying \$400,000 in Atari product annually and begin with an initial order of \$15,000.

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**SERVICE NUMBERS****DEALERS ONLY**

Technical Service  
(408) 745-5501

Parts Information  
(408) 745-5501

RMA Department  
(408) 745-4342

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ST WORLD

ADDRESS CORRECTION REQUESTED

ST WORLD  
1385 CLEVELAND LOOP DRIVE  
ROSEBURG, OR 97470-0462



ST WORLD

**Reseller**

**The only trade publication  
dedicated to the Atari  
Computer system.**

Business 1385 Cleveland Lp. Drive  
Office: Suite #200  
Roseburg, OR 97470  
Vocie: (503) 673-2259  
Modem: (503) 672-4272

Editor: Richard Tsukiji

Distribution Ken McGinley  
Manager:

Production Greg Dickerson  
Manager:

Advertising James Urbaniak  
Director:

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**Image Campaign**

To support its growing dealer base, Atari will double the size of its internal support staff by year end; offer product margins in the 30 percent range; offer co-op advertising and marketing assistance.

**New V.P.**

August Ligouri also announce the appointment of Mike Dendo as the new Vice President of Marketing. "Mike will be reporting directly to me [Ligouri] and will be assuming the responsibilities for marketing immediately.



Mike Dendo, Vice President, Atari Sales & Marketing

## What IS The Matter With Atari Dealers?

Last month WordPerfect Corporation announced the availability of a complete dealer promotional package for retailers to sign up as Authorized WordPerfect dealers. Todd Ashman, director of marketing, was looking to get swamped by requests. Included in the promotional package is a full working version of WordPerfect (the current version dated August 1, 1988) even at wholesale it is well worth over \$150.00. Additional benefits of an authorized WordPerfect dealer is being able to participate in special dealer promotions only offered to WordPerfect's authorized dealers.

WordPerfect Corporation does not require dealers to purchase product direct from them, so dealers may continue buying product from their existing distributors

sources. So why is WordPerfect Corporation not being swamped by requests! What's your excuse for not being an authorized WordPerfect dealer? There are dealers that have been crying for support, if you are one of them and did not take the time to pick up the telephone and call Todd, you probably should not be in the business! There are few companies that offer this kind of dealer support for any computer system. Wake up guys! Your customers expect you to support them! How can you provide the support if you don't take the time to obtain dealer support from companies that offer it to you? Todd Ashman can be reached at WordPerfect Corporation (801) 227-5900. Stay tuned to the *ST World Reseller* for more news! you can use!

# Satisfied Customers In 5 Seconds!

Because **LaserC** is fast. Really fast. In fact, it can compile and link the popular sieve benchmark in 5 seconds! They'll spend more time programming and less time waiting on the compiler.

Whether amateur or a professional, **LaserC** is the right C language development system. **LaserC** has everything needed to develop commercial grade applications or desk accessories for the ST.

**LaserC** is the *only* integrated C environment available for the ST. Program entry is a snap with the multi-window mouse and keyboard editor. Compile and execute directly from

the editor with a single keystroke!

*Coming  
this Christmas selling  
season — LaserDB, a  
powerful source level  
debugger.*

Perform disk operations such as file copy, or run any program with just a few clicks of the mouse — there's no need to leave the editor.

In addition to the large compliment of UNIX™ compatible library routines, **LaserC** allows complete access to the ST ROM routines — all documented in the 650 page manual.

**\$199.95 Retail**

*"It's a full featured easy to use C compiler within a well thought-out development shell."*  
—Michael Nowicki, *ST World* 7/88

## Now Available Through Distributors

Computer Software Service .....	1-800-669-4912
Triangle Electronics Co. ....	1-800-245-6711
Horizon Computer .....	1-800-223-2487 ext. 133
Pacific Software Supply .....	1-800-327-0425
in California	1-800-356-8241

**Compiler:** One-pass generating relocatable code. Absolute addressing of globals allows program's code and data to be as large as memory allows. Ultrafast linker accepts both **Laser C** and **DRI** format object files.

**Editor/shell:** Integrated editor and development shell. Cut, copy, and paste between files. Pull-down menus and dialog boxes to control editor and run compiler. Fast scrolling and text entry — supports large files. Special window can be used as a command line interpreter. Built-in dynamic **disk cache** and facilities for **RAM resident** compiler and other **Laser** utilities.

**Utilities:** Resource Construction Program, full featured Make utility. Linker, disassembler, archiver/librarian accept **Laser C** and **DRI** objects files.

**Debugging:** Trap processor exceptions. Perform a "stack-dump". Interrupt a running program and return to the editor/shell.

Our full-time technical support is ready to answer your customer's questions.

**LaserC**  
**Megamax**  
Development Systems

P.O. Box 851521 • Richardson, TX 75085 • (214) 987-4931.

If you currently stock Megamax C for the ST, call for details on stock replacement.

LaserC and LaserDB © Megamax, Inc. 1988.

UNIX is a trademark of AT&T.



# Dealers Wanted !!

## EUROPEAN SOFTWARE

1(800) 888-9273

IMPORTED BY Computer Room/Sideline Software  
981 West Commercial Blvd., Ft. Lauderdale, FL 33309

### ARCADE CONVERSIONS

ARKANOID I	24.00
ARKANOID II	24.00
Space Harrier	24.00
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Gauntlet II	24.00
Out Run	24.00
Star Wars	24.00
Empire Strikes Bk	24.00
Bionic Commando	24.00
Ikari Warriors	24.00
Slap Fight	24.00
Rolling Thunder	24.00
Road Blasters	24.00
Desolator	24.00
Street Fighter	24.00
Operation Wolf	24.00
Ikari Warriors	18.00
Rampage	18.00
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### Arcade

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Mickey Mouse	24.00
Xenon	24.00
Super Ski	24.00
Vector Ball	24.00
Killdozers	24.00
Virus	24.00
Pandora	24.00
Mission Genocide	24.00
World Darts	24.00
Stir Crazy	24.00
Predator	24.00
Captain Blood UK	28.00
Corruption	30.00
Legend / Sword	30.00
Quadralien	24.00
Platoon	24.00
Overlander	24.00
Crazy Car	24.00

Wizard Warz	24.00
Bomb Jack	24.00
Tetris	24.00
Flintstones	24.00
Pink Panther	24.00
Return/ Genisis	24.00
Summer Olympiad	24.00
Arcade Force	30.00

1. Indiana Jones
2. Road Runner
3. Gauntlet I
4. Metro cross

### 4 Player Adapter for:

Leatherneck Gauntlet II	9.00
-------------------------	------

### Pricing

Retail	1-5
50.00	30.00
40.00	24.00
30.00	18.00

## Hits and Misses.....

**QMI SHIPS - ST Talk Professional**...Several months ago QMI completed the much awaited ST-Talk Professional, ST WORLD was sent a copy for review and Victor Albino gave a positive review of the program. He pointed out that the manual he received was a pre-press version and that the package would be shipping as soon as the manuals were double checked and proof read.

Several thousand anxious ST users sent in there disks along with payment for updates and thousands of programs were ordered by distributors and dealers. Then came the barrage of letters and telephone calls from

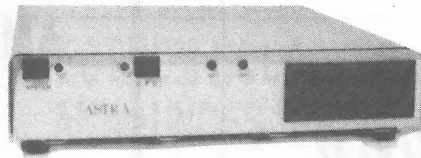
readers and dealers. ST WORLD was wrong! "QMI is not shipping ST-Talk Professional! John Demar explains that he had a limited supply of the preliminary manuals and did in fact fill hundreds of orders. However...(watch that word) they ran out and the new manuals were not yet ready. **Now**, they are in and shipping in quantity. The copy received at ST WORLD is complete with a newly designed easy to use manual. The manual is spiral bound so that it lays flat when open. Well, we were right, but However (we were also wrong).

**STRANGE SYSTEMS** had announced the availability

of a dealer kit for their new **ST ACCELERATOR** board in July. It was reported in the July issue of **ST WORLD Reseller** and they were told that no announcements would be made in **ST WORLD** until one was reviewed. Sources now tell us that the board is **NOT** forth coming and that no dealer kits were ever sent out. Hopefully there were not any dealers that paid in advance for the dealer kits. The announcement was made under the name of Megabyte Computers. The board is to be marketed through a company called "**STRANGE SYSTEMS**" located at the same address as Megabyte Computers.



# Astra PRO SERIES Hard-Drives



## 30..40..60 MEGABYTES AVAILABLE

### MODEL 30

Excellent choice for the home or small business user. Holds lots of programs as well as data.

### MODEL 40

More power for the business that wants all of its records easily accessible, or the hobbyist that needs lots of storage.

### MODEL 60

Larger businesses, musicians, and desktop publishers will welcome this large capacity drive.

### MODEL 30F

(WITH 3 1/2" FLOPPY)

### MODEL 40F

(WITH 3 1/2" FLOPPY)

### MODEL 60F

(WITH 3 1/2" FLOPPY)

**Floppies are precision, double-sided drives capable of extended format !**

**UNDER - MONITOR DESIGN FOR MORE DESK SPACE**

**ATTRACTIVE ALL STEEL HOUSING**

*The above units all have the following features:*

- Four A/C outlets ( one dedicated to CPU )*
- Two front push button switches ( one for CPU )*
- Front of drive computer control*
- Unit raised to allow cables to fit under drive*
- Floppy and hard-disk busy lights*
- Lighted front power switch*
- 90 day Limited Warranty*
- Average access time = 40 ms*



## Astra Systems Inc.

2500-L So. Fairview, Santa Ana, CA. 92704 (714) 549-2141



# On the MIDI Scene

Music Instrument Retailers were disturbed last month when they were informed that Larry Samuels had departed Atari Corp. to work for another company. Larry was principally responsible for the Music Instrument Retailers. Many of the MIRs expressed concern that Atari's current computer marketing staff did not appreciate their unique marketplace and felt a little let down by the news.

GOOD NEWS! Atari has quickly found a replacement for Larry. August Ligouri notified *ST World* that a new Specialty Marketing person will be on the job August 22, 1988 and may be reached at (408) 745-4966.

The new person is very well acquainted with the MIDI market place and is well known by those in the industry. We can look forward to Atari continuing to dominate the MIDI market and MIRs can look forward to a great deal of added support in the future.

Unfortunately, we can not disclose to you who the person is, but he is well known to *ST World* and will be keeping *ST WORLD Reseller* informed so we can keep those of you in the MIDI market up to date with the MIDI industry.

Watch for next month's issue of *ST WORLD Reseller* for a profile on Atari's new Specialty Marketing V/P. We are sure that you will be pleasantly surprised! In the meantime, if you have any comments or suggestions to increase your business and would like to share them with other dealers, please write to us and let us know.

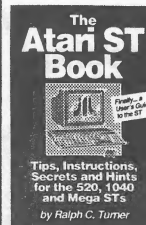
Coming up in *ST WORLD*, a recording studio in Hollywood using 1040 ST's and a major motion picture studio using Atari computer systems.

## ATARI DEALERS AMPLIFY YOUR SALES



Only American Express can provide your customers with a Quality Assurance Plan. Why don't you let us help build your business by welcoming the Card that provides a guarantee? Call 1-800-624-2555

© 1988 American Express Travel Related Services Company, Inc.



### NOW TAKING DEALER ORDERS

The Atari ST Book turns computer dummies into power users. 159 pages retail \$16.95. Write for dealer pricing.

Index Legalis  
P.O. Box  
1822-13  
Fairfield IL  
62556



## EQUAL PLUS SOFTWARE SIGNS WITH TRIANGLE

Equal Plus Software, Inc. has signed a distribution agreement with Triangle distributors to handle their "Financial+ Plus" and "Rolobase" products. Financial+ Plus is an extensive integrated business accounting program containing general ledger, accounts payable, accounts receivable and payroll for a suggested list price of \$199.00. Rolobase is a computerized version of the well known "Rolodex" information organizer system with a suggested list price of \$89.95. Triangle Distributors is located at 6580 Frankstown Avenue, Pittsburg, PA 15206  
PA (800) 672-5566  
USA (800) 245-6711

## RAINBIRD SOFTWARE ANNOUNCES RELEASE OF TWO NEW ST PRODUCTS!

Rainbird Software has announced the release of "BLACK LAMP" and "STARGLIDER II" for the ATARI ST. Two additional products will be available later this month to complement this new line of action-packed arcade/ adventure games - "VIRUS" and "SPACE CUTTER". Rainbird Software, founded in 1985, is a leading publisher of innovative software for the Commodore 64/128, Amiga and Atari ST. The company has published such popular programs as "ELITE" and "THE PAWN"-programs that have earned many awards. Rainbird

products are distributed in North America exclusively by MEDIAGENIC. Dealers may obtain Rainbird products through their normal Atari distributor channels.

## SPECTRUM HOLOBYTE ANNOUNCES "BUY ONE--GET ONE FREE" SALES PROMOTION

Consumers purchasing one of Spectrum's simulation games: Falcon, PT-109, Tetris, Soko-Ban, Dondra and Solitaire Royale will be able to receive free their choice of Orbitor, Lunar Explorer, Intrigue, Wilderness, Tellstar or Art Studio. Dealer promotion kits with details of the program, counter card displays featuring the mail-in coupon, and promotional buttons are available now. Contact Rita Harrington (415) 522-3584 for details.

## THE SOFTWARE TOOLWORKS INC. TO ACQUIRE DATASOFT

The Software Toolworks Inc., publishers of "The Chessmaster 2000" and "Mavis Bacon Teaches Typing" programs has signed a letter of intent to acquire IntelliCreations/Datasoft. The company specializes in entertainment software. Their most current entertainment title is "The Hunt For Red October". The combined revenues of the two companies for the prior 12 months are \$6 million. The Software Toolworks, Inc. is a publicly held company and IntelliCreations/Datasoft is a privately held company.

## HYBRID ARTS, INC. APPOINTS CHEZ BRIDGES DIRECTOR OF OPERATIONS

Hybrid Arts, Inc. announces the appointment of Chez Bridges to the position of Director of Operations. In his position, Mr. Bridges will be responsible for internal operations, public relations as associated with marketing and promotions, and customer technical assistance. He has formally studied music at the university level, performed live and in the studio for several years, and is also a television broadcast engineer who has worked freelance on ESPN, CBS Sports, Prime Ticket, and other live TV sports broadcasting company productions. He has been an avid Atari computer user for the past six years and utilizes the ST in his own MIDI studio.

## ILIAD SOFTWARE ANNOUNCES UPGRADE FOR ATHENA II

ILIAD Software is not shipping Athena II Version 1.9. The new version of their popular CAD package also includes a new revised manual. Dealers may obtain a FREE Version 1.9 disk to update any stock on hand. Quantities of the revised manuals may be purchased directly from Iliad Software. To obtain additional dealer promotions and information contact:

Mike Newson  
Iliad Software, Inc.  
498 West 920 North  
Orem, UT 84057  
(801) 226-3270



# ATARI COMPUTER TO EXHIBIT AT COMDEX LAS VEGAS NOVEMBER 14 - 18, 1988

Developers wishing to participate in Atari's booth should write a letter to Sig Hartmann, Atari Corp., describing the product or products they wish to demonstrate. Follow up with a phone call to discuss hardware requirements and any special requirements that you may have. It is not too early to plan for this major event.

**SIG HARTMANN**  
ATARI CORP.  
1196 BORREGAS AVENUE  
SUNNYVALE, CA 94088  
(408) 745-2906



# Attention Dealers!

Are you 1 of the over 900 dealers stocking **ST WORLD**? If you are not, do you know that you are missing an opportunity to provide your customers with the most current news source for the Atari ST and MEGA computer systems. No other internationally distributed Atari ST/MEGA exclusive publication can bring information to your customer faster!

**ST WORLD** has been available in limited regions in Canada for the past year and half. Now **ST WORLD** is available through out Canada, coast to coast.

**PLACE YOUR ORDER TODAY!**

**CALL**

**(503) 673-2259**

**OR**

**(800) 621-5461**

Are you reading a borrowed copy of **ST WORLD RESELLER**? To receive a free subscription of your own, complete and mail the subscription form on page 11 of this issue. **ST WORLD RESELLER** complimentary subscriptions are available only to qualified resellers or developers directly involved in the Atari marketplace!

# Letters to the Editor

I don't know if it's the weather or dealers have little to say...There were only 14 letters received from dealers this month directly concerning the new **ST WORLD Reseller**. All were very, very brief. I know that there must be a real interest in the publication since there were 462 subscription requests from resellers for a subscription to **ST WORLD Reseller** and 42 from software publishers.

The 14 letters received all basically said the same thing. "**ST WORLD Reseller** is exactly what Atari dealers have needed for a long time." One of the suggestions was for a "Letters to the Editor" column. Here it is, now if you will write those letters!

I did receive 24 telephone calls expressing their "praise" of our new publication. The calls came mostly from dealers that wanted to express their opinions in regards to the new distributor policies of Atari Corp.

There was one letter received from Paul Musso of Hi-Tech Advisors. The letter was in regards to their Sales-Pro and Video-Pro Point of Sale programs. There are two points that were raised that several dealers have called in about. One was the upward compatibility of their Video-Pro and Sales-Pro to the new enhanced version. Paul states that the data from

the older versions are not compatible with the new enhanced version. He has offered free of charge to convert any files for customers. This is great, except that the end user will be in a "Catch 22" position. While Paul is converting their data, business goes on, somewhere down the line the user will have to re-enter data to catch up. I think that is poor planning and unfortunately it is the dealer that sold the software that is going to get blasted by the customer for this over-sight.

The next important point is I reported that New World's Multi-Manager point of sale program could take Hi-Tech's data and convert it to Multi-Manager format. Numerous calls were made to **ST World** by dealers to confirm that fact!

Paul wrote, "*but the top off was the paragraph about how this program [Multi-Manager] comes with a utility to try to convert the databases from our software systems, What a joke!*"

The response to the comment directly from Eric Small, New World Software: "*There is a utility program included with Multi-Manager Professional that will convert not only Hi-Tech's data files to Multi-Manager, but will*

*convert all relevant data files (customer, inventory, etc.) from any DBase 3 or DBMan version 3 or 4 to Multi-Manager Professional, these include SBT as well as any of Hi-Tech Advisor's programs."*

If the capability of the conversion is a "joke", then Eric Small is responsible for playing it as I only reported what he stated to me. Eric also sent a copy of the conversion program to **ST World** for verification. The utility program does work, at least on Hi-Tech's products. Dealers may contact Eric Small directly at (408) 723-9044 for further details.

To the dealers that inquired about copying the **ST WORLD Archives** disk set featured in **ST WORLD** for customers. Yes, you may copy the disk sets and the directory listing for your customer in exactly the same format. You **MAY NOT SELL** the set "as is" for profit! The directory listing in its format is copyrighted. You may copy any of the programs and make up your own disk set and sell those for profit if you wish. I think it would be of service to your customers if you provided the disk sets as a bonus or for just the cost of the disks and photocopies of the directory listing. However, it is your choice to provide that kind of service.





## *From across the Atlantic...*

A well known fact in the Atari community is the existence of Atari ST products in the United Kingdom and European markets that are not presently available in the United States. Many of the titles are in english for the U.K. market, but licensing agreements and distribution contracts take time, so many titles do not appear on the American shores for months after their release, some never make it across the Atlantic.

Several entrepreneurial dealers have seized the opportunity and taken it upon themselves to obtain these elusive titles to feed the software hungry Atari community. The ever so popular hit title, "Tetris" out for over 6 months is just now reaching the distributors "coming soon list" and is not yet available through the normal distribution channels. Now however, Tetris and a host of new titles are crossing the Atlantic and are on to the shelves of these entrepreneurial Atari resellers.

Titles such as: Arcade Force, (Indiana Jones, Metrocross, Gauntlet, and Road Runner); Arkanoid; Xenon; Outrun; Predator; Star Wars; Arknoid II; Bionic Commandos; Mickey Mouse; Sidearms; Virus; Rampage; Great Giana Sisters and Gauntlet II are now available from many U.S. resellers.

One reseller in southern California, Logical Choice for Computing is doing a banner business with imported titles. Atari ST buyers drive hundreds of miles just for a chance to pick up new titles in advance of their U.S. introduction through the standard channels. There are many products that are on the U.S. ST users wish list are currently available in the European and U.K. markets. In the near future you may even see the Silver Reed scanner, which has been available in Europe for six months or more. The Silver Reed would retail for around \$900.00 if made available. For hard disk drive owners wishing for a tape cartridge back up system, there has been one in Europe for almost 9 months and no sight of U.S. availability. Horatio Alger, the great writer of boys stories once encouraged young boys to "Go West" to seek thy fortunes, it seems these Atari resellers have seen to "Go East" for their fortunes to the delight of the ST community.

(The sailing vessel graphic used in the title is part of Migraph's Scanart collection just introduced.)

## *Training & Seminars*

Every day computer dealers receive trade publications and notices announcing a training conference or seminar on specific products. The products are generally oriented to the MS/Dos or Macintosh systems.

The programs are sponsored by software houses, publishers and associations. None have been geared to date to the Atari dealer market.

Several publishers have expressed an interest in participating in a dealer seminar or conference to demonstrate their product, teach dealers how to sell the product and use it effectively in sales presentations and identify markets.

Should a publisher such as Softlogik, Iliad, Antic, Migraph, WordPerfect, Drafix, Michtron or even a distributor offer such a program would dealers attend? Or would it be a party that no one came to?

Admittedly, there is very little direct dealer support for Atari software products, no training seminars, conferences, only shows like CES or COMDEX where one might spend hours waiting to talk to a company rep. Then only to be left with a handful of literature and very little working knowledge of the product.

Are Atari dealers at all interested in training seminars or conferences with publishers. Are Atari dealers willing to spend the **time and money** to attend such a function. Given the opportunity, would you?

## *Dealer ShopTalk*

**How to reach 1900+ Atari Resellers  
for less than the cost of a bulk rate mailing**

**CALL ST WORLD FOR DETAILS  
(503) 673-2259**

The questions last month were:

1. **What is your opinion of Atari's decision to drop distributors?**
2. **How has the new policy affected your business?**

Unfortunately, there were no letters directed to answering this question. However there were a couple of responses by telephone.

Michael Newson of Lloyd's Computers, Orem, UT, responded with a positive attitude with the decision and believes that in the long run it will benefit his business. He is a member of the newly formed Atari Dealer Council and supports the concept. He hopes Atari will follow through with many of the recommendation made at the council meeting.

David Himerich of Center for Computer Resource, Berkley, MI. also responded by telephone and concurs with Atari's decision to drop the distributors. Center for Computer Resource is also a member of the Atari Dealer Council.

Jim Berry of IB Computers, Portland, OR. responded by telephone with a positive note of the decision and feels that if monitored properly that the authorized dealers will benefit in the future. The new policy should eliminate mail order sales of the ST and Mega systems and provide dealers enough of a mark-up to make a profit for supporting the system. IB Computers is also

a member of the Atari Dealer Council.

There were no other direct responses to the questions poised last month. However, in discussions with several other dealers through out the country, most seem to agree with the policy. Some are unsure that Atari will follow through with the decision. Several stated that Atari has in the past dropped reps, and distributors only to later return to the old marketing methods. If Atari follows through with the decision and monitors the mail order sale of the Atari ST and Mega systems and provides dealers with adequate mark-ups to pay for supporting the system, sales should increase as well as the number of quality dealers. Only time will tell.

## **Next Month**

1. Would it be beneficial to the dealer to have one-on-one meetings arranged with software publishers or distributors at a computer show?
2. Do you believe that the Atari shows for the general public benefit you or is the Comdex type trade show more beneficial?

Send your responses to:

**ST WORLD  
Dealer ShopTalk  
1385 Cleveland Loop Drive  
Roseburg, OR 97470**



# YOUR OPPORTUNITIES ARE

## Exhibit Space For COMDEX/Fall '88 Is Almost Sold Out!

At COMDEX/Fall '87, over 95,000 worldwide attendees got down to business with more than 1500 exhibiting companies. Before the '87 show had closed its doors, most exhibit halls for COMDEX/Fall '88 were sold out—with many first-time exhibitors coming on board and many other companies expanding into larger exhibit spaces.

All of which means that if you want to be part of the most spectacular computer industry show ever, you must act now!

### COMDEX/Fall: The Main Event!

COMDEX/Fall is the computer industry's main event. It's where today's products are showcased and tomorrow's products are revealed. It's the one place where technology takes off and business takes over. Old ties are renewed. New contacts are discovered. Deals are struck. Distribution is delivered.

### Time Is Running Out!

This could be the last call—and your last chance—for exhibit space at COMDEX/Fall '88! To reserve your exhibit position, call Exhibit Sales at (617) 449-6600, ext. 4023. Or fill out and send in the coupon below.

#### Count me in before COMDEX/Fall '88 sells out!

- ☐ Please send me complete exhibitor information, including brochure, floorplan and contracts.
- ☐ Have a Sales Representative call me immediately.
- ☐ Please send me attendee information.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_

Return to COMDEX/Fall '88 Exhibit Sales, 300 First Avenue, Needham, MA 02194

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## COMDEX/Fall '88

November 14-18, 1988 Las Vegas, Nevada

## A Little History.....

Southern California Astra Systems Inc., more commonly known as simply "ASTRA" is one of the original supporters of the Atari computer systems having developed product for the Atari 800 back in 1984. Astra is one of the **"Big Three"** third party hard drive manufacturers for the Atari computer systems. The others are Supra Corp. and ICD Inc.

Astra Systems was originally founded as a partnership in early 1983 by its founders.

The first offering to the Atari community was the Astra 1620. A dual drive system incorporating two 5 1/4" half height drives in a compact package. The drives were capable of storing data in a single density or double density format. The 1620 however were not without problems, users quickly tagged the nickname "Toasters" on them due to their penchant for running at elevated temperatures. In addition, the 1620's were plagued with power supply design flaws, and poor quality drives supplied by Micro Peripherals, Inc.

In the spring of 1984, new owners took over the company and incorporated as Southern California Astra Systems, Inc. Their first priority was to solve the problems of the 1620. First the drives were replaced with a higher quality drive supplied by World Storage Technologies. Next came a completely redesigned power supply, the case was strengthened, and the ventilation was improved. The

much improved drive was released as the **"Astra 2001"**, a single/double density single sided dual drive.

A few months later, Astra introduced another drive onto the Atari 8-bit community, the **"BIG D"**. The "Big D", Astra's top of the line drive featuring dual double sided drives with single or double density capability became the **"defacto standard"** for BBS operations around the country.

Astra also produced the "Astra 2001" and the "Big D" in single drive units dubbed "Astra 1001" and "TheOne". Both units included a parallel printer interface.

Along came the Tramiels and Atari Corp introduced the "Atari ST". Astra immediately began research on a hard disk drive for the new 16 bit systems. The results of their efforts was the **"Astra HD+"**. (This drive is known as the **"TANK"** around **ST World**, during the evaluation of the unit it was accidentally dropped 3 1/2 feet and never skipped a beat, it's still running strong.)

The Astra HD+ was the first hard drive to combine a 20.8 megabyte 3.5" half-height hard disk with a double sided, double density 3.5" microfloppy disk drive in one compact unit. The HD+ has a small footprint, state of the art switching power supply and a whisper quiet muffin fan. The unit is popular among ST users, and quickly becoming a defacto standard among professional musicians.

1988, Astra introduces two additional series of hard drives. The **"Home/Office Expander"** series and the

**"PRO"** series.

The Home/Office Expander series is available in 30, 40, and 60 megabytes and an optional 3.5" floppy disk drive. The units are housed in a all steel casing, designed with the same footprint as the Mega. Each unit features four A/C outlets with one dedicated to the CPU, two front push button switches (one for CPU) mounted on the front of the case, floppy and hard drive busy lights, lighted front power switch and is raised to allow cables to fit under the drive. The "Home/Office Expander" series is **truly expandable**, using 3.5" half height drives, the units can be expanded by the user to 120 megabytes. Astra produces 40 megabyte internal upgrade kits. With the average price of the upgrade generally one-half the price of a 40 megabyte hard drive.

The "PRO" series is designed for the MIDI user. It is a **"rack mounted"** hard drive system available in 60 or 120 megabytes. The design accomodates mounting in permanent or rolling racks.

The suggested retail for Astra's hard drive systems are:

HD+ 20 meg. - \$1,195.00  
 HD+ 30 meg. - \$1,250.00  
 HD+ 40 meg. - \$1,590.00  
 H/O Expander 20 - \$1,150.00  
 H/O Expander 30 - \$1,250.00  
 H/O Expander 40 - \$1,590.00  
 Optional 3.5" D/D floppy \$150.  
 Pro Model 30 - \$1,099.00  
 Pro Model 40 - \$1,299.00  
 Pro Model 60 - \$1,399.00

Dealer margins are a healthy 40% starting at quantity 1. For quantities of more than one, contact:

Lou Schwing  
 Southern California  
 Astra Systems, Inc.  
 2500-L South Fairfield  
 Santa Ana, CA 92704  
 (714) 549-2141



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